

REPRESENTATION OF MORAL MESSAGES IN DISNEY'S MOVIE *SOUL*



An Undergraduate Thesis

**Submitted as a partial fulfillment of the requirements
for *Sarjana Sastra* Degree**

Arfia Nur Setiani

1809010048

**FACULTY OF CULTURAL SCIENCES AND COMMUNICATION
UNIVERSITAS MUHAMMADIYAH PURWOKERTO**

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2023

APPROVAL SHEET

This is to certify that this graduating paper entitled **“REPRESENTATION OF MORAL MESSAGES IN DISNEY’S MOVIE SOUL”** by **Arfia Nur Setiani** has been approved by the advisor and the Head of English Department to be examined by the Board of Examiners.

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An Undergraduate Thesis

by
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Arfia Nur Setiani

DEDICATION

*This thesis is dedicated to me,
my beloved parents and my brother.*



ACKNOWLEDGMENT

Alhamdulillahirobbil 'alaamiin. First of all, I would like to express my gratitude to Allah, who has given mercy and grace, so I can finish this thesis as the final project to get a Bachelor degree.

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ABSTRACT

Setiani, Arfia Nur. 1809010048. Wahyuningsih, Titik. 2023: Representation of Moral Messages in Disney's Movie *Soul*. Undergraduate Thesis for *Sarjana Sastra Degree*, English Department, Faculty of Cultural Sciences and Communication, Universitas Muhammadiyah Purwokerto.

Apart from being entertainment, movies are also a means of conveying messages to the public. One of them is the animated *Soul* movie by Pete Docter, which contains positive moral messages for the audience. This movie tells about a music teacher named Joe Gardner who dreams of becoming a famous jazz musician. The purpose of this study is to find and describe how the representation of the moral message depicted in the *Soul* movie. To achieve the objectives of this research, the researcher uses moral theory by Franz Magnis Suseno and Roland Bathes' semiotic.

This research uses a qualitative descriptive research type. The data used in this study are scenes related to the moral message in the *Soul* movie with data collection methods, namely observation, and documentation. This study's results are eleven scenes showing some of the moral messages depicted in the *Soul* movie.

The moral messages represented in the scenes of the *Soul* movie include honesty means being honest with others with an open and honest nature without hiding their identity from others. The second is authentic values, namely being yourself in making choices that make you happy and choosing one's way of life, in other words, being self-aware is enough to be aware of what is bad, and what is beneficial for one's self, the third is the willingness to take responsibility, namely by realizing mistakes, correcting these mistakes, and keeping promises, the fourth is moral independence which represents the form of determining one's own way of life and enjoying life every minute of it, the fifth is moral courage in the form of realizing ideals and being open to what one wants, then the moral attitude of humility is represented in the form of not being arrogant and not demeaning oneself, and lastly a realistic and critical moral attitude, which represents being aware of what is happening around you and defending your abilities from the situation.

Keywords: moral message, semiotics, Roland Barthes, *Soul*

INTISARI

Setiani, Arfia Nur. 1809010048. Wahyuningsih, Titik. 2023: Representasi Pesan Moral dalam Film Disney *Soul*. Skripsi untuk memenuhi Gelar Sarjana Sastra, Sastra Inggris, Fakultas Ilmu Budaya dan Komunikasi, Universitas Muhammadiyah Purwokerto.

Film selain sebagai hiburan juga sebagai sarana dalam menyampaikan pesan kepada masyarakat. Salah satunya adalah film animasi *Soul* karya Pete Docter yang mengandung pesan-pesan moral positif bagi penonton. Film ini menceritakan tentang guru music bernama Joe Gardner yang memiliki impian untuk menjadi seorang musisi Jazz terkenal. Tujuan dari penelitian ini untuk menemukan dan mendeskripsikan bagaimana representasi pesan moral yang digambarkan dalam film *Soul*. Untuk mencapai tujuan dalam penelitian ini, maka peneliti menggunakan teori moral oleh Franz Magnis Suseno dan semiotika Roland Barthes.

Penelitian ini menggunakan jenis penelitian deskriptif kualitatif. Data yang digunakan dalam penelitian ini adalah potongan adegan-adegan yang berkaitan dengan pesan moral dalam film *Soul* dengan metode pengumpulan data yaitu observasi dan dokumentasi. Hasil dari penelitian ini terdapat sebelas adegan yang menunjukkan beberapa pesan moral yang digambarkan dalam film *Soul*.

Adapun pesan moral yang terwakili dalam adegan-adegan dalam film *Soul*, diantaranya yaitu kejujuran artinya jujur kepada orang lain dengan sifat terbuka dan jujur tanpa menyembunyikan jati dirinya dari orang lain, kedua nilai-nilai otentik yaitu menjadi diri sendiri dalam menentukan pilihan yang membuat anda senang memilih jalan hidup sendiri dengan kata lain sadar diri cukup dengan menyadari mana yang buruk dan mana yang bermanfaat bagi diri sendiri, ketiga kesediaan untuk bertanggung jawab, yaitu dengan menyadari kesalahan, memperbaiki kesalahan tersebut, dan menepati janji, keempat kemandirian moral yang merepresentasikan bentuk penentuan jalan hidup sendiri dan menikmati hidup setiap menitnya, kelima adalah keberanian moral berupa mewujudkan cita-cita dan membuka diri terhadap apa yang diinginkan, kemudian sikap moral kerendahan hati itu merepresentasikan dalam bentuk tidak sombong dan juga tidak merendahkan diri sendiri, dan terakhir sikap moral realistik dan kritis, dimana itu mewakili menyadari apa yang terjadi di sekitar anda dan mempertahankan kemampuan anda dari situasi tersebut.

Kata kunci: pesan moral, semiotik, Roland Barthes, *Soul*

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